



Nation's Business

A USEFUL LOOK AHEAD

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## Introductory Offer

Please enter my subscription for one year of Nation's Business at \$6.75 and send my free 3-book desk-case "Three Steps to More Skillful Management," new Third Edition.

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## Nation's Business

*Published by the Chamber of Commerce of the United States*

1615 H Street, N.W., Washington, D.C. 20006

I hope you'll recall my previous letter, **Mr. Nelson**

...it offered you this free set of management manuals -- with your "no-risk" trial subscription to NATION'S BUSINESS:



"Three Steps To More Skillful Management"  
New 3rd Edition

...and it pointed out that if you weren't 100% satisfied with the magazine, you could cancel your subscription, but still keep your three manuals.

At the time you received our earlier announcement, you might have wondered why a publisher would propose such an obviously "more-than-half-way" offer.

That's why I am writing to you again...to explain why we can offer these unusual terms...to show just how much you'll gain...and to suggest that you use the enclosed card now to request your free set of manuals.

First of all, our experience indicates that a substantial percentage of those who agree to try NATION'S BUSINESS for a short time, discover they like



it so well that they continue to renew their subscriptions year after year.  
(We're counting on your being in that category!)

Second, since the magazine is not available on the newsstands, a trial subscription is about the only practical way to demonstrate the actual value of NATION'S BUSINESS to you.

And, finally, if you are interested in the subjects covered in "Three Steps to More Skillful Management," chances are you are one of those businessmen to whom NATION'S BUSINESS is specifically directed. For the monthly issues of this magazine feature the same type of "how-to," "when-to" articles on developing and using specialized management skills that you'll find in "Three Steps."

On the back page of this letter, I've included a complete run-down...chapter by chapter...of each volume in the set. As you look over this outline, you'll see that "Three Steps to More Skillful Management" describes such essential techniques as:

...delegating responsibility...handling "problem" workers...  
planning and organizing your work...creating and presenting  
new ideas...making logical decisions...detecting inefficient  
business practices...training subordinates...writing more  
effectively...plus dozens of other skills just as important.

You learn sound, sensible rules to apply the next time you face a situation requiring one of these skills. "Three Steps to More Skillful Management" is that practical -- and that thorough. (Its entire contents appeared originally in regular issues of NATION'S BUSINESS, so the outline of them gives you a good idea of what's in the magazine.)

A hard-cover book containing this meaty material might cost you several dollars, but you may have the full set of three manuals, in a sturdy "desk case," at no charge, to demonstrate the extra value you'll receive from NATION'S BUSINESS each month.

If NATION'S BUSINESS concentrated only on helping you master these management skills, it would still be worth every penny of the modest subscription fee.

But that's only half the job NATION'S BUSINESS performs for you!

Every issue gives you a clear understanding of national and international events that could influence business conditions. You receive factual reports

and business-oriented interpretations -- plus reliable forecasts for a "useful look ahead" -- in such news areas as:

Production	Taxes	Unions
Foreign Trade	Credit	Marketing
National Defense	Politics	Investments
Scientific Advances	Education	Transportation
International Relations	The Economy	Employee Relations
Administration Programs	Agriculture	Federal Trade Regulations

-- all written in a style geared to the fast-paced information needs of today's busy executive. No excess wordage -- no re-hash of yesterday's newspapers -- no fancy side-stepping. Just an honest effort to relate what happened, why it happened, what's likely to happen and the effect it might have on you and your business.

How useful can NATION'S BUSINESS be to you?

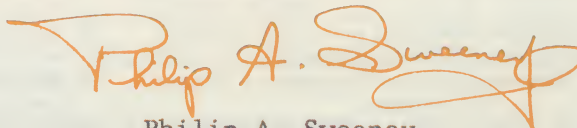
To answer that question, you need only fill out and return the enclosed postage-paid card, authorizing us to enter your one-year trial subscription at just \$6.75.

In doing so, you reserve the right to cancel service - at any time - for a full refund of your unused subscription price.

As soon as we receive your authorization, we'll send you your free copy of "Three Steps to More Skillful Management" -- which is yours to keep, regardless of your decision about NATION'S BUSINESS.

Please use the enclosed card now to forward your authorization along to us. No need to bother about payment; we'll send a bill later on. Thank you.

Cordially,



Philip A. Sweeney  
Subscription Manager

PAS:cwf

P. S. You'll find the complete outline of "Three Steps to More Skillful Management" on the next page.



## Three Steps to More Skillful Management



### VOLUME ONE: MANAGING YOURSELF

1. **How To Be An Effective Executive**—5 ways to make better use of your ability and experience.
2. **You Can Conquer Managers' Greatest Fear**—appraise your anxieties honestly and master them effectively.
3. **Make The Time You Need**—get more hours out of your minutes.
4. **How To Sell Your Ideas**—guides for putting your ideas across.
5. **How To Weigh Ideas**—sorting workable proposals from impractical pipe dreams.
6. **Learn To Work With Your Boss**—how to overcome the most frequent sources of friction.
7. **Listening Is A Ten Part Skill**—10 useful tips to increase your understanding of what you hear.
8. **Throw Away Your Business Grammar**—and write more effectively.
9. **How To Make A Business Decision**—a 4-step plan to improve your performance as a decision maker.
10. **Teach Yourself Management Skills**—4 essentials that determine career growth.
11. **Make The Most Of Your Promotion**—moving up the ladder can bring problems too . . . and here's how you can overcome them.
12. **How To Enjoy Your Job**—and increase productivity.
13. **Think Your Way To Success**—guidelines to productive thinking.



### VOLUME TWO: MANAGING YOUR PEOPLE

1. **Build The Will To Work**—a psychologist tells how to achieve increased employee cooperation.
2. **Give Your Men A Faster Start**—guidelines for proper job orientation.
3. **Get Full Use Of Idea Men**—finding and encouraging the creative team.
4. **Yardstick For Future Managers**—how to set job goals and rate performance.
5. **How To Delegate Responsibility**—the best way to pass along authority.
6. **Eight Tests Spot Initiative**—pick the men who'll get things done.
7. **Make Job Goals Fit The Man**—unrealistic standards do more harm than good.
8. **Ways To Handle Office Clashes**—types of conflicts and how to deal with them.
9. **How To Handle "Indispensables"**—what to do about the "one-man show."
10. **How To Hire Key People**—special techniques help you get the men you want.
11. **Find The Pivot Man**—your success can depend on recognizing him.
12. **How To Cope With Problem Executives**—shows you how to turn headaches into assets.
13. **Free The Man Who's Boxed In**—how to tap undeveloped potential.



### VOLUME THREE: MANAGING YOUR BUSINESS

1. **Keep Your Company Young**—how to prevent corporate hardening of the arteries.
2. **Put Competitors To Work For You**—shows you how you can utilize other companies in your field to build morale and growth.
3. **How To Reorganize Without Crisis**—sound suggestions that can save time and eliminate many of the headaches.
4. **Think Things Through**—useful hints on spotting pitfalls in your corporate planning in time to avoid them.
5. **Testing Product Profitability**—what lines to add and what to drop.
6. **Success Won't Save Your Business**—points out three fatal diseases prosperous companies have to avoid.
7. **What To Do When Controversy Comes**—practical guidelines on how to speak out on touchy topics.
8. **You Can Cure Overlapping Management**—the causes of duplication and how to cure them.
9. **Make Jobs Pay Their Way**—cutting cost by measuring management functions.
10. **How To Handle Company Secrets**—drawing the line on confidential data.
11. **Get Help In Cutting Costs**—4 ways your employees can help you reduce expenses.